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6. Digitale marketing tools

Based on our legitimate interest (i.e. our interest in analysing, optimising and commercially operating our online offer within the meaning of Art. 6 para. 1 (f) GDPR), we make use of the following tools with their linked data privacy provisions on our website:

- Google Analytics
[Privacy Shield Framework](#)
[How Google uses information from sites or apps of our partners](#)
[Use of data for advertising purposes](#)
[Manage the information that Google uses to provide you with tailored advertising](#)
- HubSpot
[Terms of use](#)
[Privacy policy](#)
- Facebook
[Data policy](#)
- Instagram
[Data policy](#)
- LinkedIn
[Privacy policy](#)
- Xing
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